RESEARCH PROPOSAL

DYNAMICS OF BUYING BEHAVIOUR: A STUDY OF ONLINE AND OFFLINE LUXURY APPARELS OF WOMEN

(with special reference to Jaipur city)

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Introduction to Consumer Buying Behavior

Consumer

A person who purchases goods and services for personal consumption. Consumer is the most important person in business. His attitude, behavior, needs and reactions play an important role in regard to marketing plans and policies of companies.

Consumer Market

All the individuals and households who buy or acquire goods and services for personal consumption.

Consumer buyer behaviour

The buying behavior of final consumers – individuals and households that buy goods and services for personal consumption.

Those activities directly involved in obtaining , consuming and disposing of products and services, including the decision processes that precede and follow these actions

Consumer buying behavior is the sum total of a consumer's attitude, preferences, intentions and decisions regarding the consumer's behavior in the market place when purchasing a product or service.

In the present marketing scenario it has become inevitable for business firms to understand consumer behaviour in order to provide want-satisfying goods services to present and potential consumers. It is important for the survival and growth of the marketing company to raise some questions and attempt to find answers to them.

SIGNIFICANCE OF CONSUMER BUYING BEHAVIOUR

1. Modern Philosophy:

It concerns with modern marketing philosophy – identify consumers' needs and satisfy them more effectively than competitors. It makes marketing consumer-oriented. It is the key to succeed.

2. Achievement of Goals:

The key to a company's survival, profitability, and growth in a highly competitive marketing environment is its ability to identify and satisfy unfulfilled consumer needs better and sooner than the competitors. Thus, consumer behavior helps in achieving marketing goals.

3. Useful for Dealers and Salesmen:

The study of consumer behavior is not useful for the company alone. Knowledge of consumer behavior is equally useful for middlemen and salesmen to perform their tasks effectively in meeting consumers needs and wants successfully. Consumer behavior, thus, improves performance of the entire distribution system.

4. More Relevant Marketing Programme:

Marketing programme, consisting of product, price, promotion, and distribution decisions, can be prepared more objectively. The programme can be more relevant if it is based on the study of consumer behavior. Meaningful marketing programme is instrumental in realizing marketing goals.

5. Adjusting Marketing Programme over Time:

Consumer behavior studies the consumer response pattern on a continuous basis. So, a marketer can easily come to know the changes taking place in the market. Based on the current market trend, the marketer can make necessary changes in marketing programme to adjust with the market.

6. Predicting Market Trend:

Consumer behavior can also aid in projecting the future market trends. Marketer finds enough time to prepare for exploiting the emerging opportunities, and/or facing challenges and threats.

7. Consumer Differentiation:

Market exhibits considerable differentiations. Each segment needs and wants different products. For every segment, a separate marketing programme is needed. Knowledge of consumer differentiation is a key to fit marking offers with

different groups of buyers. Consumer behavior study supplies the details about consumer differentiations.

8. Creation and Retention of Consumers:

Marketers who base their offerings on a recognition of consumer needs find a ready market for their products. Company finds it easy to sell its products. In the same way, the company, due to continuous study of consumer behavior and attempts to meet changing expectations of the buyers, can retain its consumers for a long period.

of consumer behavior. Modern marketing practice is almost impossible without the study of consumer behavior.

BUYING PROCESS

The buying process is composed of number of stages and affected by various factors. The buying process may vary for individual and institutional buyers keeping in view the objectives of proposed purchase. However, the various stages of buying process may be described by the following chart.

Step 1:-NEED RECOGNITION

The buying process starts when an unsatisfied need creates a tension. Once the need is recognized, the consumers become aware conflicting or competitive uses for their scare resources of time and money. The need may be biogenic or dormant until it is aroused by an external stimulus such as an advertisements or sight of the product. Need recognition may also occur due to dissatisfaction with the existing product.

Step 2:-PRODUCT AWARENESS

In this stage, the consumer is exposed to the existence of a product that may satisfy a need. This awareness may be on account of search conducted by the consumer or due to promotional campaign of the marketing company about its product.

Step 3:- INTEREST

May be viewed as a state of mind that exist when a consumer perceives a need and is aware of alternate products capable of satisfying that need how the consumer finds himself actively involved in the buying process and pays due attention to his felt need is important. If he loses interest during this involvement continues as a result of information search the consumer is likely to evaluate different brands, their attributes, utility, functions and different value.

Step 4:-EVALUATION OF ALTERNATIVES

Once all the reasonable alternatives are identified, the consumer then evaluates each one preparatory to purchase decision. The criteria consumer then evaluates

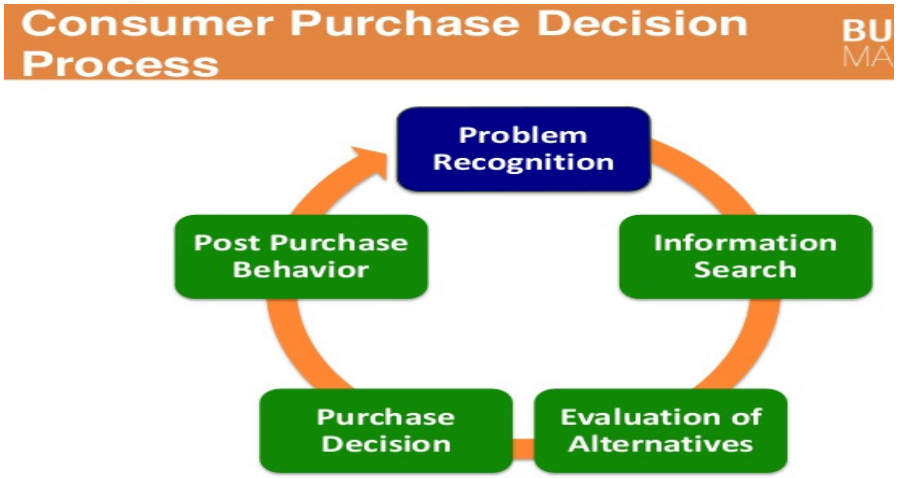
includes their past experiences, attitudes, and towards various brands. Consumer also uses the opinions of members their families and other reference groups as guidelines in the selection of a particular brand.

Step 5:- PURCHASE DECISION

Purchase is a consumer's favorable predisposition of a product. This is the final stage in the buying decision. It occurs as a trial. If the consumer is buying a product for the first time, from the behavioral viewpoint it may be regarded as a trial. This trial enables him to gather experience about a product. If this experiences positive in terms of satisfaction derivation, then repeat purchase may occur otherwise not.

Step 5:-POST-PURCHASE BEHAVIOUR

Consumer's feeling after the purchase is significant for the marketing company. They may influence repeat shackles of a product. They may also influence what the buyer would tell others about the product. Thus the post-purchase behavior may also play the significant role in the generation of favorable and unfavorable public opinion for the company's product.



Factors that influence consumer behaviour

Psychological Factors: The human psychology plays a crucial role in designing the consumer's preferences and likes or dislikes for a particular product and services. Some of the important psychological factors are:

Motivation

Perception

Learning

Attitudes and Beliefs

Social Factors: The human beings live in a complex social environment wherein they are surrounded by several people who have different buying behaviors. Since the man is a social animal who likes to be acceptable by all tries to imitate the behaviors that are socially acceptable. Hence, the social factors influence the buying behavior of an individual to a great extent. Some of the social factors are:

Family

Reference Groups

Roles and status

Cultural Factors: It is believed that an individual learns the set of values, perceptions, behaviors, and preferences at a very early stage of his childhood from the people especially, the family and the other key institutions which were around during his developmental stage. Thus, the behavioral patterns are developed from the culture where he or she is brought up. Several cultural factors are:

Culture

Subculture

Social Class

Personal Factors: There are several factors personal to the individuals that influence their buying decisions. Some of them are:

Age

Income

Occupation

Lifestyle

Economic Factors: The last but not the least is the economic factors which have a significant influence on the buying decision of an individual. These are:

Personal Income

Family Income

Income Expectations

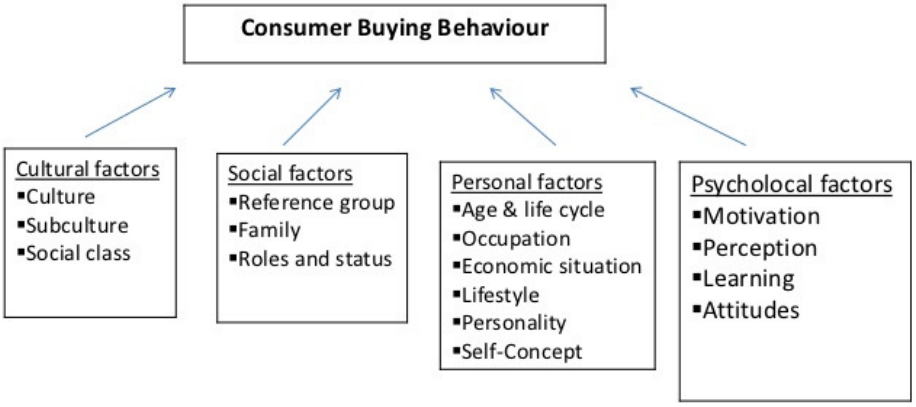
Consumer Credit

Liquid Assets of the Consumer

Savings

These are some of the underlying factors that influence the consumer behavior, and the marketer must keep these in mind, so that appropriate strategic marketing decision is made.

FACTORS AFFECTING CONSUMER BUYING BEHAVIOUR



Online and Offline Shopping

Online Shopping

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet .

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

Market share of online shopping

The popularity of online shopping continues to erode sales of conventional retailers. For example, Best Buy, the largest retailer of electronics in the U.S. in

August 2014 reported its tenth consecutive quarterly dip in sales, citing an increasing shift by consumers to online shopping. Amazon.com has the largest market share in the United States. As of May 2018, a survey found two-thirds of Americans had bought something from Amazon (92% of those who had bought anything online), with 40% of online shoppers buying something from Amazon at least once a month. The survey found shopping began at amazon.com 44% of the time, compared to a general search engine at 33%. It estimated 75 million Americans subscribe to Amazon Prime and 35 million more use someone else's account.

There were 242 million people shopping online in China in 2012. For developing countries and low-income households in developed countries, adoption of e-commerce in place of or in addition to conventional methods is limited by a lack of affordable Internet access.

Offline Shopping

Offline shopping is a traditional way of purchasing services or products by directly visiting to the store/shop/ or vendor.

Advantages of offline shopping include the opportunity for customers to establish personal connections with your business, which can build loyalty. Some customers may prefer to buy only after touching or trying on a product, which may reduce the number of product returns for certain businesses. The offline model is the only option for many businesses..

Offline and Online Consumer Decision-making Process

The process of making decision are very similar whether the consumer is offline or online. But one some major differences are shopping environment and marketing communication. According to traditional consumer decision model, Consumer purchase decision typically starts with need awareness, then information search, alternative evaluations, deciding to purchase and finally, post-purchasing behavior.

In terms of online communication, when customers see banner ads or online promotion, these advertisements may attract customers' attention and stimulate their interesting particular products. Before they decide to purchase, they will need additional information to help them out. If they do not have enough information, they will search through online channels, e.g., online catalogs, websites, or search engines. When customers have enough information, they will need to compare those choices of products or services. In the search stage, they might look for the product reviews or customer comments. They will find out which brand or company offers them the best fit to their expectation. During this stage, well-organized web site structure and the attractive design are important things to persuade consumers to be interested in buying product and service. Moreover, the information sources' nature may influence buyer behavior. The most useful characteristic of internet is that it supports the pre-purchase stage as it helps customers compare different options. During the purchasing stage, product assortment, sale services and information quality seem to be the most important point to help consumers decide what product they should select, or what seller they should buy from. Post-purchase behavior will become more important after their online purchase. Consumers sometimes have a problem or concern about the product, or they might want to change or return the product that they have bought. Thus, return and exchange services become more important at this stage

All five stages described above are affected by external factors of risks and trusts. The search process is a significant component of customer's online shopping behavior. The source risk comes in the stage of information search and evaluation because the information in the web sites might contain some mistakes. Some websites require customers to register before searching their website. As such, in addition to product risk, consumers also face the risk of information security. Because of the nature of online purchasing, customers take the risk as they are not able to examine the product before purchasing. They also take the risk in the payment process because they may need to provide personal information including their credit card number. Security problem does not stop at the purchase stage but continues to the post-purchase stage because their personal information might be misused.

APPAREL INDUSTRY

AN OVERVIEW

The Indian apparel retail is the second largest category in organized retail after food and groceries segment. Clothing is considered to be second skin of the body during the whole life, may be even more than other materialistic commodities, clothes are purchased not only for their functional benefits, but also carry a symbolic significance of individuality, taste and lifestyle. Due to retail growth, buyers are provided more choice than ever before. In developing countries like India buyers have increasing choices to select between traditional and modern stores for apparels. Today the buyer is treated as a king by the marketers. The behavior of the buyer affects the brand name market size, fashion etc. Among the frequent consumer activities, buying clothes is one of them. The overall personality of an individual is affected by clothes and mood which are inter-related.

Increasingly , in the recent years , India's growing luxury potential has attracted several brands to the country . The impetus has been driven by an ever – increasing base of ultra high –net worth house holds , which are likely to grow at 27% till 2017-18.

Indian consumers are exhibiting a distinctively high preference towards luxury fashion brands . There seems to be an ever increasing and growing appetite for all things luxury . India has hence become a growing aspirational market for international luxury and fashion brands . India has been continuously seen the more far sighted and committed brands consolidating their position in market by continuing to look at expansion strategy .

Despite this , the Indian market has the lot of untapped potential. As the integration of the Indian consumers with global trends continues , international fashion brands can expect to find the country an increasingly fruitful ground for growth.

"….The global textile and apparel industry is worth over US$ 4,395 billion, with 60 per cent of the clothing market and 40 percent apparel one…" (KSA Technopak 2007). "Global trade in this industry is now at US$ 550 billion in 2007

and has expanded over US$ 805 billion in 2015" as Textile and Apparel Outlook 2008 estimates.

The retail investment among thirty upcoming retail markets in the world, India has been ranked as the top retail destination in the world thereby enhancing the Indian economic growth. After China Indian retail sector is the second largest untouched market and is rapidly growing around the globe. Around half of India's textile exports in the world comprises for a larger share in readymade garments.

Lamba (2013) "…the most successful apparel retailers will embrace marketing strategies that can customize the store attributes at each location to meet different levels of demand. Such segments must be developed that are not only profitable but are based on characteristics that are comprehensive, well understood, and stable…"

The apparel business has moved to the maturity stage and there is a slow growth. As the purchasing behavior of consumer is varying at a fast rate, the average flourishing clothing fashion lasts for two to four months only. It becomes difficult to maintain the growth level or stable the position in the market with growing competitive environment created through the arrival of newer brands.

Apparels are considered to be prime sectors for private labels. Significant penetration by the Indian apparel industry is visible in ready-to-wear and fast fashion segment. "… it contributes to industrial output, generates employment and earns foreign exchange via exports. Today`s youth is more focused on apparels which forms a part of their lifestyle and personality…" (Rachit, Anshu, Sonali)

According to A.T. Kearney 2010 report "…Growth in apparel industry in India is increasing manifold with the change in lifestyle, earnings and urbanization of the customers. Indian apparel industry has made a major contribution to the economy of the country in terms of direct and indirect employment generation and net foreign exchange earnings. The sector contributes about 14% to industrial production, 4% to the gross domestic product (GDP) and 17% to the country's export earnings. It provides direct employment to over 35 million people. The textiles sector is the second largest provider of employment after agriculture. Thus, the growth and all round development of this industry has a direct bearing on the improvement of the economy of the nation…" According to Mckinsey

Marketing Report, “the size of both 40 domestic and export houses is projected to grow at a CAGR of 9.5% to reach $223 billion by 2021 from the $89 billion in 2011, according to a white paper by industry body FICCI and research firm Technopak”.

“The change in the lifestyle of the Indian consumer, increasing working class, higher disposable incomes, dual career families, and many other social and economic changes offer a wide array of opportunities, and contribute in accelerating the pace of growth of Indian apparel industry. The major factors leading to a change in lifestyle are increasing per capita and household income, rapid urbanization, education and media & information. The men’s wear segment portrays the highest scope of growth. Presently, the growth rate is more for women’s wear; growing at 12%, and is expected to gain majority share in future. Other apparel segments such as kids wear are also increasing very rapidly.”(D. Jhamb).

The apparel industry is one of the extreme significant sectors of India in terms of revenue, investment, and trade and job creation. Based on McKinsey report, “the apparel is the most profitable segment of the Indian retail market with an approximated margin of 35-50%”. “...The store with single brand apparel retailer must convey the identity of the brand. The store must represent the overall image and identity of the single-brand apparel retailer and the merchandise that this retailer sells...” Ailawadi & Keller. Retailers identification is aroused by a number of factors such as store atmosphere, price variations, and depth and occurrences of promotions, service quality of sales personnel, appearance, behavior, the assortment and feature of products and services. A distinctive niche for Indian apparel market has been created through capability to hold array and intricacy jointly used for serving something extra beyond expectations.

It is felt worthwhile to study how organized retail formats have been evolving and what factors have been responsible for such growth of organized apparel retailing in India. Apparel retailing especially has traversed its growth path beginning from smaller formats to large individual stores.

COMPANIES PROFILE

French Connection

French Connection is a UK-based global retailer and wholesaler of fashion clothing, accessories and homeware. Founded in the early 1970s by Stephen Marks who also serves as chairman and chief executive, it is based in London and its parent French Connection Group PLC is listed on the London Stock Exchange.

French Connection distributes its clothing and accessories through its own stores in the UK, US and Canada and through franchise and wholesale arrangements globally.

Forever 21

Forever 21 is an American fast fashion retailer headquartered in Los Angeles, California. Forever 21 began as the store called Fashion 21 with 900 square feet in Highland Park, Los Angeles, in 1984, and has grown into the clothing lines Forever 21, XXI Forever, Love 21 and Heritage with over 700 stores in the Americas, Asia, the Middle East and the UK.

Forever 21 is known for its trendy offerings and low pricing. the average store size is 38,000 square feet. The company sells accessories, beauty products, home goods and clothing for women, men and girls. The company has been involved in various controversies, ranging from labor practice issues to copyright infringement accusations to religion. The clothing is sold to all ages, from toddler to adult.

Marks & Spencer

Marks & Spencer is a major British multinational retailer headquartered in Westminster, London that specializes in selling high quality clothing, home products and food products. In 1998, the company became the first British retailer to make a pre-tax profit although subsequently it went into a sudden slump, which took the company and its stakeholders by surprise. In November 2009, it was announced that Marc Bolland formerly of Morrisons would take over as chief

executive from executive chairman Stuart Rose in early 2010; Rose remained in the role of non-executive chairman until he was replaced by Robert Swannell in January 2011.In recent years, its clothing sales have fallen whilst food sales have increased after axing the St. Michael brand name for their own brand.

Promod

Promod is an originally French chain of women's fashion stores, with more than 1,000 sale points and 5,000 employees in some 50 countries.

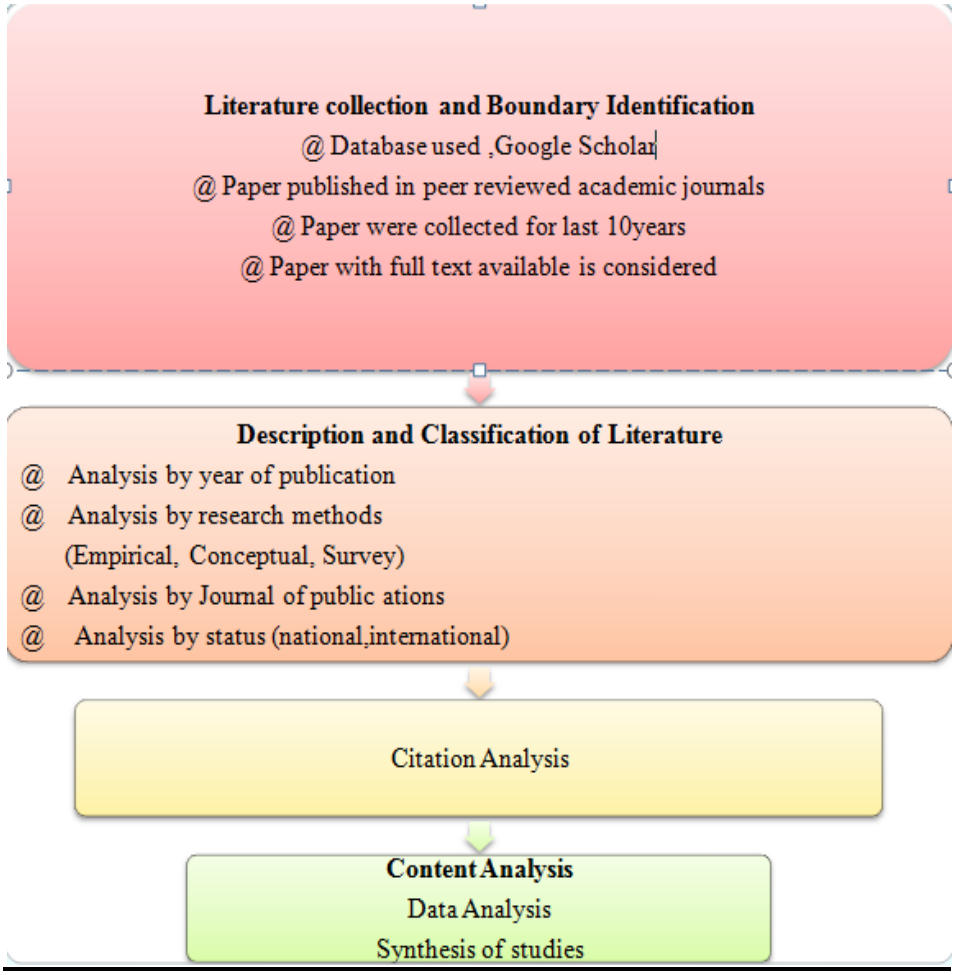
Promod was created in France in 1975 as a family boutique with their self-designed clothes for women. The company rapidly expanded and now sells their clothing in 50 countries and since 1999 also online. They can be found in their own shops, or in concessions inside larger retail shops. Gross sales exceed 1 billion Euros per year.

Its recent venture is in Indian retail via e-commerce. By 2025, they plan to open more than 100 retail doors with e-commerce with Rs 100 million in India

Zara SA

Zara SA is a Spanish fast fashion retailer based in Arteixo in Galicia. The company was founded in 1975 by Amancio Ortega and Rosalía Mera. It is the main brand of the Inditex group, the world's largest apparel retailer. Zara's products are supplied based on consumer trends.

Review Of Literature


Literature collection and Boundary Identification
@ Database used ,Google Scholar
@ Paper published in peer reviewed academic journals
@ Paper were collected for last 10years
@ Paper with full text available is considered
Description and Classification of Literature
@ Analysis by year of publication
@ Analysis by research methods
(Empirical, Conceptual, Survey)
@ Analysis by Journal of public ations
@ Analysis by status (national,international)
Citation Analysis
Content Analysis
Data Analysis
Synthesis of studies

Research Articles by year of publication

Year	No. of Research Paper
2000-2005	3
2006-2010	2
2011-2015	9
2016-2018	21

Research Article by research methods

Topic	No. of Related articles
Empirical	13
Conceptual	10
Survey	12

Research Articles Journal of Publications

S.No.	Journal of Publications
1	International journal of Innovative Research in Technology, 2 (11) , 194-199
2	International Journal of Management and Commerce Innovations , 4(1) 673-676
3	International Journal of Applied Research 1(9) 207-214 .
4	Spanish Journal of Marketing 22(1),42-61 .
5	Pezzottaite Journals, 4(2), 1574-1582 .
6	Asian Journal of Business Research , 1, 66-74 .
7	International Journal of Marketing Studies,8, 42-61.
8	International Journal of Scientific Research in Science and Technology, 3(1), 424-431 .
9	Journal of Accounting & Marketing,6(2), 2-9
10	Online at http://mpra.ub.uni-muenchen.de/11908/PRA Paper No. 11908, posted 3. 16:08 UTC
11	International Journal of e-Education, e-Business, e-Management and e-Learning , 1(3),195-200
12	AGU International Journal of Management Studies & Research , 5.
13	Journal of product and brand management,11(2), 89-102 .
14	Customers Annual Research Journal of Symbiosis Centre for Management Studies,1,

	41-55.
15	IOSR Journal of Business and Management , (16), 82-86.
16	European Scientific Journal March 2016 edition,12(7), 234-248.
17	Archives of Business Research , 2(5), 84-106 .
18	International Journal of Applied Business and Economic Research, 15(2), 215-221.
19	IOSR Journal of Business and Management, 11(6), 34-39.
20	International Journal of Business & Management Research, 1(3), 45-49.
21	Journal of Retail Marketing Management Research, 1(1), 32-40.
22	International Journal of Research in Management &Business Studies, 4(3), 26-34.
23	Journal of Fashion Marketing and Management: An International Journal, 21(4), 523-543.
24	International Journal of Home Science, 2(3), 33-37.
25	Journal of Management & World Business Research, 1(1), 1-10.
26	Journal of Family Ecology and Consumer Sciences, 31, 41-51.
27	ELK Asia Pacific Journals.
28	Orbit-Biz-Dictum, 1(1), 43-55.
29	Journal of Internet Banking and Commerce, 22(3), 1-12.
30	Global Journal of Advanced Research, 4(10), 367-377.
31	Asia Pacific Journal of Research, 1(42), 174-183.
32	International Journal of Commerce and Management Research, 3(10), 10-15.
33	Academy of Marketing Studies Journal , 22(2).
34	ELK Asia Pacific Journal of Marketing and Retail Management, 7(3).
35	International Journal Of Business Management, 2(2), 1355-1359.

Research article status

National	International
22	13

Citation Analysis

S.No.	Research Articles	No. of Citation
1	A Study on Online Shopping Behavior for Apparels.	-
2	A comparative Study of Online and offline Consumer Shopping Perceived Risk in Clothing Purchasing.	-
3	A Study on Changing Trends in Online Shopping of Indian Consumers in Apparel Segment.	5
4	Impulse buying behavior: an online-offline comparative and the impact of social media.	-
5	Online and offline consumer buying behavior : A literature review .	-
6	Online Shopper Behavior: Influences of Online Shopping Decision	123
7	Online and Offline Shopping Motivation of Apparel Consumers in Ibadan Metropolis, Nigeria.	5
8	Online Shopping vs Offline Shopping : A Comparative Study.	-
9	Online Shopping Behaviors on Apparel Products in a Cameroon Context: Understanding the Relationships between Shopping Orientations, Gender , Online Information Search and Online Purchase Behavior.	-
10	Consumer Buying behavior in Fashion Retailing: Empirical Evidences	3
11	Case Study of Online Retailing Fast Fashion Industry. International	29

12	Comparative study of factors affecting online and offline shopping.	-
13	Buying apparel over the Internet.	225
14	Factors Influencing Buying Behavior of a Selected Apparel Retailer's.	4
15	Consumer Buying Behavior towards Fashion Apparels- A Case of Delhi.	5
16	A Study of Clothing Purchasing Behavior By Gender with Respect to Fashion and Brand Awareness .	7
17	Dynamics of Young Indian Consumers Buying Behavior Towards Branded Apparels: Gender Perspective.	2
18	A Study on Branded Apparels Customers Purchase Behavior with Reference to India.	-
19	The changing perception and buying behavior of women consumer in Urban India.	11
20	Consumer Behavior in Online Shopping: A Study of Aizawl.	-
21	Assessing Women's Apparel Shopping Behavior on the Internet.	21
22	Comparative Study on Factors Influencing Online and Offline Shopping.	-
23	Generation Y consumers' buying behavior in fashion apparel industry: a moderation analysis.	11
24	A study of buying behavior of youth towards branded fashion apparels in Mawana city.	-
25	Decision-Making Behavior Towards Casual Wear Buying: A Study of Young Consumers in Mainland China.	41
26	The importance of apparel product attributes for female buyers.	99
27	A Study on Analysis of Factors Affecting Consumer Buying Behavior in Organized Retail Sector .	-

28	A Study of Behavior of Consumer Towards Online Shopping.	-
29	An Analytical Study if Consumer Buying Behavior Towards Fashion Apparels in Ludhiana.	-
30	A Study of Consumer Buying Behavior For Branded Apparels in Gurgaon City.	
31	A Study on Consumer Buying Behavior Towards Branded Apparels with Reference To Bangalore City.	-
32	A brand experience study on the apparel buying behavior of women consumers in Mumbai.	-
33	Analysis of Online Buying Pattern of Women Consumers with Reference to Apparels in India.	-
34	Multichannel Shopping Behavior with Special Reference to Apparels.	-
35	Comparative Review of Online and Offline consumer behavior.	-

Mahalaxmi, K.R., & , N. (April 2016). Emphasis on that shopper's perception will also vary depending on what kind of product they are looking to purchase .Consumer Shopping behavior influenced by Social factors ,physiological factors and personal factors. Online shopping behavior also affected by other factors which may affect the perception of online shoppers are: how exposed they are to the market, market ambiguity and the position of competitors in the market .

Na You, L., & Ming Li , Q. (2016). The examine comparative study and on risk perception in store and online channels under various dimensions of one by

one comparison, online shopping can let the customer can reduce the time risk and service risk, will be more sought after and favored a greater degree.This article only highlight about service risk and time risk .It does not include other marketing risk which are economic risk, functional risk, privacy risk, social risk and psychological risk .

Mathew, B. highlighted the changing trends in online shopping of Indian consumers in the apparel segment. In the beginning stages of online shopping consumers were reluctant to buy apparels online as it has many limitations. There are many factors that affects online consumer behavior other than quality and price of products like advertisements , discounts , etc. and study is done on younger generatio

Aragoncillo, L., & Orús, C. (2018). aims to explore Offline channel is slightly more encouraging of impulse buying than the online channel; factors that encourage online impulse buying explain this behavior to a greater extent than do discouraging factors; social networks can have a big impact on impulse buying.This research explores impulse buying behavior for only one type of product. the validity of the empirical study is limited by the sampling plan (non probabilistic, convenience sampling) and the low sample size.

Singhal, S., & Shekhawat, S. (2015). Focuses on Online and offline consumer buying behavior : A literature review . *Pezzottaite Journals*, 4(2), 1574-1582 .

This article explain that consumers are searching online to learn about products, but ultimately when it comes to purchasing, consumers are shifting from online to offline retailing channels depending on various factors .Consumer are preferring offline shopping more because overload of Information ,Complexity ,Technology Failure ,Lack of Transparency , Lack of Originality ,security ,Privacy and Trust and trustworthiness .

Katawetawaraks, C., & Lu Wang, C. (2011). examine an overview of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate online customers to decide or not to decide to buy online .In this articles researcher mentioned factors that affect online behavior of consumer but does not explained problems that consumer faced during online shopping.

Olamidun Falode, B., Adedotun Amubode, A., Olanike Adegunwa , M., & Roberts Ogunduyile, S. (2016). Focuses The consumers of this study are fashion conscious, utilitarian and hedonic shoppers, however, they prefer the offline shopping plat forms. what motivates consumers to shop where they shop**.**In this article researcher mentioned customers prefer offline shopping but need to be trained for use of online shopping process .but online shopping not to be promoted as trend to buy things from online think it was waste of time and money. sometimes fake items are delivered. and also money frauds in online transactions

Sarkar, R., & Das, S. (2017). Examines consumers drive the market. All the business activities are carried out keeping in mind the interests of consumers .Internet is helping the promotion of products through online advertisements .Key differences between the two medium of shopping are the means of gathering product information's, perceived risk and the ability of consumers to access similar kinds of products according to their preferences. Comparison of online and offline purchase based on certain parameters: Convenience, Variety, Consumer review, Comparison shopping, Discounts, Availability of unique products and shopping experience .

Mbayong. (2017). Discussed the influences of shopping orientations and gender have been found to be more significantly impactful on online information search on apparel products. When comparing online information search between female

students and male students, the result revealed that women tend to spend more time online in searching information about clothing than man. Female students need more specific information of clothing.

Azevedo, S., Pereira, M., Ferreira, J., & Pedroso , V. (2008). suggested gender differences in consumer buying behavior of a Portuguese population when they go shopping to buy apparel products.Women appreciate first of all satisfaction and comfort, followed by function, while men prefer comfort, followed by satisfaction and, finally, quality.

Zhenxiang, W., & Lijie, Z. (2011). focus on Zara and Vancl in comparison for case study to analyze the success of the newly merging online retailing company in fast fashion industry and raises suggestions for Chinese fast fashion industry to stay competitive market.This study only focuses on proper product positioning, brand positioning, business mode, marketing strategy, products and services, user experience, logistics and team management

Singh, R., & Kaur, R. (2017). Aims to reveals that the young generation is more often purchasing from online sites because of the revolution in the technology among the youth population

There are increasing demand of online shopping because the variety of options for the consumers to choose and that to at a reasonable price and sometime even less price than the market. It is observed that this study focusing more on factors affecting online shopping than offline shopping and Online shopping mode maximum number of respondents are highly satisfied.

E. Goldsmith, R., & B. Goldsmith , E. (2002). analysis shows that the online buyers used the Internet more hours per week and were more likely to buy online in the future than non-buyers. The findings are consistent with previous studies of consumer Internet behavior and with consumer theory and provide guidance for e-commerce apparel strategies. study compared selected characteristics of consumers who had purchased apparel online with those who had not. The study

is limited by the nature of the sample, measures, specificity, and time studied. Online consumer behavior are constantly changing phenomena, the present study is only a snapshot picture and not a longitudinal view.

Shankar Prasad , G.H. (2014). examined growth in Indian organized retail is led by chain stores like shoppers stop and lifestyle that are predominantly fashion and apparel retailers purchase apparel regularly from organized outlets Customers gave high priority for availability of latest designs, availability of options, shopping for middle class, convenience of pick and choice and family shopping under one roof. Customers gave low priority for advertisements and trust.The underlying factors affecting apparel buying behavior of store customers are shopping as social compliance and for discounts, cost consciousness and value for money, family shopping, shopping and merchandise convenience, customers trust, availability of choice and durability of and longevity aspects of apparel quality.

Saluja, D. (2016). Investigate youth in every segment prefer buying fashion apparels in every season or festivals. This study was conducted to find out the Consumer Buying Behavior Regarding Fashion Apparels in Delhi. The study shows how consumer behavior for apparel is influenced by factors like monthly income, gender and peer influence. The purchase intention of consumers is influenced by attitude variables .Personal Social and demographical factors also affect consumer buying behavior towards fashion appeals.

Koca, E., & Koc, F. (2016). focus on men and women differ in their purchasing behavior also tell us that gender creates differences in the reasons why people buy clothing .people's demographic qualities play an important role in the variables for behavior and attitude, and these differences can be seen clearly in clothing purchasing behavior. Factors influencing the sample group's clothing purchasing behavior are in order economic situation, quality and status followed in order by cultural values, family and close circle then psychological situation, and that women are more affected by these factors than men

Rajput, N., & Khanna, A. (2014). examines the insights of gender perspective and throws light on shopping habits, brand awareness, brand preference of young consumers in the apparels segment. The study indicates that Consumers are aware of most of the national and International brands Taking the gender perspective into consideration ,It was revealed that female respondents place greater importance to attributes such as Physical facilities, Variety, Style, Family and friends, store image, Brand Loyalty, Preference to wear and try before purchase, and promotional factors as compared to their male counterparts

Maran, K., Badrinarayanan, J., & Praveen kumar, T. (2017) examined the impact of perceived quality and emotional value on the purchase behavior toward branded apparel in India. The study is used to determine the factors which influencing Indian consumer purchasing behavior toward an Indian apparel brand. The study reflects that income factor and purchase pattern of branded apparel product .The expectation level and satisfaction level towards the types branded apparel were having positive relationship.

Guha, S. (2013) focus on what factors affecting women consumer .Women due to their multiple roles influence their own and of their family members' buying behavior. Social and Cultural factors are that affects women buying behavior are explained. Working women are price, quality and brand conscious .Brands are not specified which affects women consumer buying behavior . this studies identifies the changing perception and comparison of buying behavior for working and non-working women in Urban India. It suggests that women due to their multiple roles influence their own and of their family members' buying behavior.

Kumar Singh , A., & Sailo, M. (2013) examines the behavior and perception of online customers in Aizawl and what are factors that are affecting Consumer Buying Behavior .Online shopping is a form of e-commerce which permits

consumers to directly purchase goods or services from a seller by using the Internet. Other names are: e-shop, e-store, Internet shop, web-store, virtual store and online store.

It is analyzed from the survey that when a consumer makes a mind to purchase online goods he or she is affected by multiple factors. It explains advantages of shopping from virtual store rather than Consumer buying behavior towards online shopping.

Hirst, A., & Omar, O. (2007,). evaluates women's attitude as an overall inclination towards apparel shopping online via email questionnaire. Its findings suggest that women generally show positive attitudes towards shopping online for apparel. While this study examined the attitudes of women customers, and how attitudes are related to web site attributes in different shopping contexts.

The relationships between shopping values and the web site attributes need to be further explored. Women who shop for apparel online are aware of some of the discouraging features of online shopping, but these features do not deter them from buying online.

R.Sivanesan, C.Monisha, P.V. Babisha, S.A.Abisha (2017). Focus on online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate customers to decide whether to do online shopping or go for the offline shopping. Consumer's shop when and where they want, where they are comfortable with the products and the choice of shopping.

The behavioral intentions of the sample members is only shown towards online shopping as they are attracted of product instead of usefulness of product and suppliers behavior is also not known in case of online shopping.

Valaei, N., & Nikhashemi, S. (2017)..emphasis on the advent of media and technology has led to growing inclination among consumers towards diverse fashion influences and they tend to dress either to fit in with their peers or to

articulate self-identity and conform to the society. This trend has become a fashion dilemma and the purpose of this paper is to leverage on this matter by investigating the factors influencing the Gen-Y consumers attitude and purchase intention towards fashion apparel .The results indicate that brand and self-identity are the factors that most shape Gen-Y consumers attitudes towards fashion apparel. Furthermore, brand, style, price, and social identity are the most influential factors of Gen-Y consumers' purchase intention for fashion apparels. The findings also showthat style, price, country of origin, and social identity are not relevant to Gen-Y consumers' attitudes towards fashion apparel, and that country of origin and self-identity do not have any relationship with the Gen-Y consumers purchase intention.

Singh, N. (2016). explains segmentation has become a major tool of companies for planning marketing strategies, the youth consumer attributes that is, apparel involvement, brand consciousness, reference group, social class, and other factors, what customers want from a brand, why they switches to other brand, what are the factors which force them to purchase branded apparels.

In this study brands are not specified and other aspects like, quality, comfort, expectations and demographic, cultural characteristics are not mentioned which also influence to the purchasing decision of Consumers.

Kwan, C., Yeung, K., & Au, K. (2004). explore the relationship between consumers' decision-making styles that is, recreational and hedonistic consciousness, perfectionism consciousness, confused by over choice, habitual and brand loyalty, price and value consciousness, and brand and fashion consciousness and clothing choice criteria towards casual wear purchase for young consumers in mainland China. It does not specify the brand for clothing which consumers are preferring and also doesn't specify apparels for which population segment. This study is only concerned with consumer decision-

making styles, recreational & hedonistic shopping consciousness, brand & fashion consciousness, habitual & brand loyalty and price & value consciousness. It does not specified other factors which also influenced consumer buying behavior.

J North, E., B de Vos, R., & Kotzé, T. (2003). explains what the company has to offer by gaining a deeper understanding of how apparel choices could be linked to the behavioral traits of women consumers. Apparel products are composed of many physical characteristics, which are perceived differently by various consumers. When considering a product purchase, consumers tend to compare and contrast alternative products made up of different attribute combinations. Their preferences for items of apparel may depend on the joint influence of price and product attributes such as quality, style, and brand. This study is done to analyze female consumers' apparel purchasing decisions, on the basis of the value they attach to certain product attributes. The identification of these values could assist marketers to gain a better understanding of the decision-making processes of female consumers and to predict the future actions of these consumers whenit comes to apparel purchases. Trends in the apparel industry are changing rapidly and marketers are not always certain how the market will accept the latest trend. As it study explains more about marketing of product only not other factors such as expansion difficulties among different culture ,nations, market segments etc.

Fatima, Z., & Bisaria, C. (2017). Aims to identify the factors that affect the customer buying behavior especially in Indian apparel industry and also to determine the importance of each factor that helps the customers in selecting the apparel from these organized retail stores.The data analyzed has depicted that factors like payment mode, discounts on apparels, location and ambience etc. are significant factors that affect their buying behavior but not explained other factors that affect consumer buying behavior . The researcher has not examined

the statistical importance of various parameters considered in the study but has complied the generalized results. It also explains Apparel retailers have a huge potential for young people not for experienced age group people.

Kanupriya, R., & Kaur, A. (2017). aims to shows a preliminary assessment, evaluation and understanding of the characteristics of online shopping .This study investigate online consumer behavior, which in turn provides E-marketers with a constructional framework for fine-tuning their E-businesses' strategies .In this study Problems faced by online shoppers like delay in delivery, cheap quality of the product, damaged product, etc. are talked about not provided with the solutions to these and other physiological and behavioral factors are not determined in this study .The size of sample can be increased to get more accurate results. Time constraint was also one of the limitations of the research toward a better understanding of the interplay of personal values and the Internet.

Kumar, P., & , K. (2017). examine Urban as well as rural area too. It states that the consumers of Ludhiana district are more interested in buying fashion and branded apparels. Even they are restricted through some financial aspects like individual income. Only demographic and psychological factors are explained and distributors or retailers does not concerned about consumer point of view and product utility of apparels and this article explains more about increasing profit and sales .

Asif, S., & Kaushik, T. (2017). explains influence of various factors affecting buying decision and the impact of promotional activities on buying decision. Hence, an approach is made in this study to investigate the buying behavior of regular buyers of branded apparels in Gurgaon.

It is been noticed that only limited Indian place of market is being served by Indian branded apparels. And also Study is linked with the consumer behavior mindset but not with the comfort ability or usability of apparels

Narayana.K, L., & D L, S. (2016)investigate the relationship between the factors which affects the buying behavior towards branded apparels in Bangalore city. The result of this study offers insights and evidence about the relationship between the variables which impact consumer buying behavior for branded apparels. Consumers are increasingly becoming brand conscious and are opting for apparel with brand images or logos. In this study researcher has not specified brands of apparels and it is more concerned with offline shopping behavior .

Panicker, V.B., & Ahmad Mohammad, K. (2017).examine how with an increasing number of women entering the workforce this study aims to throw some light on the Indian apparel industry and understand the concepts of brand experience and brand loyalty. This study tries to find out if there exists any correlation between women consumer's annual income and their annual expenditure on formal wear. The fashion sensibilities and preferences of women differ greatly and it is independent of income levels.

Brand experience inculcates various aspects such as product experience, service experience and consumption experience. However, in this study, it is only focused upon the product experience aspect of the 'brand experience' construct. The study was conducted on women consumers of Mumbai which is an urban area. Therefore the results of this study cannot be generalized for the women segment belonging to semi-urban or rural areas. Women respondents belonging to particular age group were considered as buying behavior may vary considerably. Also, study only women belonging to a particular income category, excluding women belonging to the high net worth category.

Chaudhary, K., & Gowda, K. (2018). provides recommendations to online sellers based on insights obtained by customers. The present paper attempts to investigates the consumer motivation to use different modes of multichannel and also analyze the impact of different variables on the consumer choice while

selecting a channel for shopping apparels . The study provides detailed analysis of various factors impacting the online purchase decision and most preferred e-tailors. The study provides recommendations to online sellers based on insights obtained by customers. This explains more about factors like return policy, timely delivery of the product, durability of the clothes, discount and offers, brands, comfort, value for money, style and variety in clothes offered Research does not consider Indian economy growth rate & statistics which constitute more of rural population without internet facilities, security options, literacy etc.

Parashar, S. (2016) investigates the consumer motivation to use different modes of multichannel and also analyze the impact of different variables on the consumer choice while selecting a channel for shopping apparels .The study will help the marketer to segmentation the consumers' on basis of their choices for shopping clothing .Identifying mix of environmental and individual variables which effect the channel choices will also enable the retailers to device channel strategies This study is an attempt to analyze online buying pattern of India women based on primary data. The study provides detailed analysis of various factors impacting the online purchase decision and most preferred e-tailors. It explains various variables like shopping experience, price consciousness; loyalty factors which particularly affect the purchase decision. Multichannel customers who browse the information online but made purchases offline and also sometimes avoid purchasing due to uncertainties. Innovation, loyalty and in store experience were preferred dimensions by them of multichannel retailing whereas Consumers had neutral view towards motivation , time constrained and price dimension. Also Psychological and cultural insights decides consumption of luxury western brands in India but here it explains only channel intelligence.

Arya, N. (2015). explains that the enterprise design and marketing strategies should differ in the two purchasing environments, depending on whether the

parameter differences were the result of the behaviors of most online consumers and offline consumers. This study explains more about online shopping behavior of consumer .Different segments have different purchasing hobbits, culture, income level, accessibility etc. And also it does not explain brand experience.

Research gap

Many research studies regarding online shopping and offline shopping consumer buying behavior have been conducted by most of the researchers, very few focused on factors that influence consumer buying behavior of women apparels and that to luxury women apparels . It has been further observed most of the existing research work have focused only on online buying behavior of consumers and hardly any comparative studies on online versus offline buying behavior of consumers. In most of the research papers it was identified that they focused on whole apparel industry instead of taking particular brands. In this backdrop researcher intends to do an comparative study on offline and online buying behavior.

Relevance of the study

The purpose of the study is to compare online and offline consumer buying behavior of women towards luxury apparel brands .The aim of this research to help the apparel retailers to understand and to know preference of women buyers whether they prefer online or offline shopping and to attract prospective buyers by understanding the factors that influenced their shopping behavior. Also this study provides insights about luxury brands. The study will be of importance to apparel retailers as it will help them to take better buyer retention measures. In addition, the study will be a great help to research agencies, academicians, firms in retailing, consumers, business school students, etc. With the output of research the brands under the study will able to identify consumer prefer online shopping or offline shopping and also factors that will surely assist retailers dealing in apparels for improving their sales and marketing mix strategies . The research will be conducted to help in identifying attribute influencing the online and offline purchasing behavior of apparel buyers with special reference towards Forever 21, Promod, French Connection, Marks & Spencer and Zara

Scope of the Study

The proposed study will lay emphasis on Online and Offline buying behavior of Women Apparel. This study is proposed to be conducted in India and to be more precise in Jaipur city of Rajasthan.

FLOW OF RESEARCH

Sr no	Name of the steps	Task to be performed in the step
1	Formulation of research problem	To study the Online and Offline Buying Behavior of Women buyers in Rajasthan
2	Review of literature	✓ Paper published in peer reviewed academic journals ✓ Paper were collected for last 15years ✓ Paper with full text available is considered
3	Developing hypothesis	✓ There is no significant difference between identified factors affecting buying behaviour of women for luxury apparels. ✓ There is no significant association between buying behaviour of women for luxury apparels and selected demographic factors like age, occupation ,qualification ,marital status , income etc. ✓ There is no difference between buying behaviour of women for online and offline buying of luxury apparels. ✓ There is no impact of buying behaviour of women for luxury apparels on their satisfaction .
4	Operationalisation of concepts	✓ Construct index ✓ Construct scales for measuring variables (Likert Scale)

5	Preparation of the research design	✓ The means of obtaining information ✓ The availability and skills of the researcher ✓ Explanation of the ways in which selected means of obtaining information will be organized ✓ Time schedule
6	Determining the sample design	✓ Define population ✓ Determine sample size ✓ Determine the sample design: • Purposive Sampling
7	Construction of the tools for data collection	✓ Questionnaires ✓ Interview ✓ Schedule ✓ Secondary sources
8	Processing of data	✓ Editing ✓ Classification ✓ Coding ✓ Transcription ✓ Tabulation
9	Analysis of data	✓ Percentages ✓ Arithmetic & Weighted Mean ✓ Diagrammatic presentation

10	Hypothesis testing	• **For Data Reduction:** Exploratory Factor Analysis (EFA). • **For Checking the Reliability:** Cronbach Alpha, Split half techniques. • **To find out the association:** ANOVA and Regression. • **To test the Hypotheses & Models:** Independent Sample T-test
11	Interpretation and generalizations	✓ Draw meaning from the analysis ✓ Reach to the conclusion ✓ See if the conclusion are applicable universally ✓ Make generalizations
12	Report writing	✓ The preliminary pages ✓ Main text o Introduction o Summary of findings o Main report o Conclusion ✓ End matter

Theoretical framework

Construct items to be used in the proposed study

Consumer behavior Constructs/Determinants
Personal income
Level of standard of living
Perception
Attitude
Learning
Reference group
Social class
Culture

This theory is based on two main variables that forms base for the study and their interconnection is required to be found in order to arrive at the results of the study and these two pillars are:

Variables
– Personal factors
Age Income Occupation Lifestyle
– Social Factors
Family Reference Groups Roles and status
– Cultural factors
Culture Subculture Social Class
– Psychological factors
Motivation Perception Learning Attitudes and Beliefs
– Economic factors
Personal Income Family Income Income Expectations Consumer Credit Liquid Assets of the Consumer Savings

Objectives of the study

Major objective of this research study are:-.

- To identify the factors affecting buying behaviour of women for luxury apparels.
- To analyse the association between buying behaviour of women for luxury apparels and selected demographic factors like age , occupation , qualification , marital status , income etc.
- To compare the buying behaviour of women for online and offline buying of luxury apparels .
- To find out the impact of buying behaviour of women for luxury apparels on their satisfaction.

Hypothesis of the study

HYPOTHESIS 1

$H0_1$: There is no significant difference between identified factors affecting buying behaviour of women for luxury apparels.

$H1_2$: There is significant difference between identified factors affecting buying behaviour of women for luxury apparels.

HYPOTHESIS 2

$H0_2$: There is no significant association between buying behaviour of women for luxury apparels and selected demographic factors like age, occupation ,qualification ,marital status , income etc.

$H1_2$: There is significant association between buying behaviour of women for luxury apparels and selected demographic factors like age, occupation ,qualification ,marital status , income etc.

HYPOTHESIS 3

$H0_3$: There is no difference between buying behaviour of women for online and offline buying of luxury apparels.

$H1_3$: There is difference between buying behaviour of women for online and offline buying of luxury apparels.

HYPOTHESIS 4

$H0_4$:There is no impact of buying behaviour of women for luxury apparels on their satisfaction .

$H1_4$: There is impact of buying behaviour of women for luxury apparels on their satisfaction ..

Research Methodology

Research Design:

The proposed study will be based on the following Research Design:

Exploratory	Descriptive	Empirical
Review of Literature has been undertaken and will also be referred to in future.	Presentation of data as it will be derived.	Testing the Hypotheses and validating the proposed framework

Data Collection

The measures to be used in the proposed study will be primarily adapted from previous research and will be modified to fit the context of the proposed study. As the study will adopt a quantitative empirical approach, a survey questionnaire will be used as a method of data collection to test hypothesis. The use of Likert –type scale with anchors from "Strongly disagree" to "Strongly agree" will be applied to measure each response for user acceptance and anchors from "Highly Dissatisfied'' to "Highly Satisfied" will be used measure each response for user satisfaction.

Universe and Sample of the study

The first step involved in developing sample design is to clearly define the number of cases, technically known as the universe. A universe may be finite or infinite. The Universe of this study is finite and is represented by all the customers doing online and offline apparel shopping in Jaipur city .

Sample Selection Process

	Sampling Process Undertaken	
1.	Identifying the Target population	Citizens of various states in India
2.	Specifying the sampling frame	Consumers of Luxury Women Apparel
3.	Specifying the sampling Unit	Consumers of Luxury Women Apparel in Jaipur City
4.	Specifying the Sampling Method	Purposive Sampling
5.	Determination of the sample Size	385 users

Sample Size Determination

The sample size is determined on the basis of population size , the level of precision and confidence level.

On the basis of the following factors , sample size is determined using Morgan formula.

Confidence Level = 95 %

Margin of Error = 5%

Population = More than 10,00,000

Sample size = 385

Tools and Techniques

The below mentioned techniques and tools will be used in order to derive the results of the proposed study. The techniques used will be:

- **For Descriptive Statistics:** Arithmetic Mean & Standard Deviation and Graphical Presentation.
- **For Data Reduction:** Exploratory Factor Analysis (EFA).
- **For Checking the Reliability:** Cronbach Alpha, Split half techniques.
- **To find out the association:** ANOVA and Regression
- **To test the Hypotheses & Models:** Independent sample T-test
- **SPSS 22** will be used to analyze the data.

Scheme of Chapterization

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